

IMPRESSION OF CENTURY'S TASTE

N =	Tar Level								
	Total			Flavor Lows			Full Flavor		
	Before	After	Diff.	Before	After	Diff.	Before	After	Diff.
	Trial	Trial		Trial	Trial		Trial	Trial	
	- - -	-268-	- - -	- - -	-136-	- - -	- - -	-132-	- - -
	<u>%</u>	<u>%</u>		<u>%</u>	<u>%</u>		<u>%</u>	<u>%</u>	
Mild Tasting	50	53	+ 3	48	52	+ 4	52	52	--
Very mild tasting	6	16	+10	4	17	+13	8	14	+ 6
Mild tasting	44	37	- 7	44	35	- 9	44	38	- 6
Average tasting	40	31	- 9	44	27	-17	36	36	--
Strong Tasting	10	16	+ 6	8	21	+13	12	12	--
Strong tasting	9	12	+ 3	7	15	+ 8	11	9	- 2
Very strong tasting	1	4	+ 3	1	6	+ 5	1	3	+ 2

QUESTION: Now I'd like you to think about the taste of Century. Based on the ad, would you say that Century would be. . . (READ LIST)?

First of all, what is your impression of Century's taste? Did you think that Century was. . . (READ LIST)?

TABLE

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